

ORDER



Orders	Order / Rev:	1277766	
	Alt Order #:	08328179	
	Product Desc:	REED FOR CONGRESS	
	Estimate:	C04C10	
	Flight Dates:	10/04/16 - 10/10/16	Primary AE: Jim Quinn
	Original Date / Rev:	07/20/16 / 10/07/16	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT

Agency	Name:	Smart Media Group Inc/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		1427 Leslie Avenue	Billing Cycle: WEEKLY
		Alexandria, VA 22301	Agency Commission: 15%

Advertiser	Name:	Reed, Tom / Republican / Congress	New Business Thru:
	Demographic:	A35+	Order Separation: 00:15:00
	Product Codes:	PL-US House Representative	Advertiser External ID: 98895
	Priority:	P04-GB	Agency External ID: 7611AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/03/16	10/09/16	18	\$7,870.00	\$6,689.50
10/10/16	10/16/16	9	\$3,895.00	\$3,310.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	27	\$11,765.00	\$10,000.25	0.00
Totals	27	\$11,765.00	\$10,000.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	34%	\$11,765.00
Market	100%	\$34,602.94

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$13,149.12
WKBW	16%	\$5,536.47
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$346.03
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$3,806.32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/07/16	10/07/16	NBC Nightly News	CM	630-7p	----F--	:30	1	\$625.00	P04-C	0.00	NM	1	\$625.00
NBC Nightly News															
NULL NBC NITELY NEWS (LIM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/03/16	10/09/16	----F--		1		\$625.00		0.00					
E 3	WGRZ	10/10/16	10/10/16		CM	430-5a	M-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00

Order / Rev: 1277766
 Alt Order #: 08328179
 Flight Dates: 10/04/16 - 10/10/16

Advertiser: Reed, Tom / Republican / Congress
 Product Desc: REED FOR CONGRESS
 Estimate: C04C10
 WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 430a M-F											
				2 Early Daybreak		(4:30 AM-5:00 AM)									
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1				\$50.00		0.00			
E 4	WGRZ	10/10/16	10/10/16	NBC Nightly News	CM	630-7p	M-----	:30	1	\$625.00	P04-C	0.00	NM	1	\$625.00
				NBC Nightly News											
NULL NBC NITELY NEWS (LIM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1				\$625.00		0.00			
E 5	WGRZ	10/10/16	10/10/16	ET 7-730p	CM	7-730p	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Entertainment Tonight		(7:00 PM-7:30 PM)									
NULL ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1				\$300.00		0.00			
E 6	WGRZ	10/10/16	10/10/16	Today Show	CM	Today Show	M-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Today Show											
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1				\$300.00		0.00			
E 7	WGRZ	10/10/16	10/10/16	Mon Prime Other	CM	8p-11p	M-----	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00
				Mon Prime Special		(8:00 PM-10:00 PM)									
NULL THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----		1				\$1,400.00		0.00			
E 8	WGRZ	10/08/16	10/08/16	Local News @ 6p Sa	CM	6p-630p	-----S-	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
				Sat News		(6:00 PM-6:30 PM)									
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-		1				\$400.00		0.00			
E 9	WGRZ	10/08/16	10/08/16	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
				NBC Today Show (Sa)											
NULL SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-		1				\$225.00		0.00			
E 10	WGRZ	10/09/16	10/09/16	Local News @ 7a Su	CM	7a-8a	-----S	:30	1	\$250.00	P04-C	0.00	NM	1	\$250.00
				Daybreak Sunday 7-8a		(7:00 AM-8:00 AM)									
NULL SUNDAY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S		1				\$250.00		0.00			
E 13	WGRZ	10/06/16	10/06/16	Local News @ 430a M-F	CM	430-5a	---T---	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
				2 Early Daybreak		(4:30 AM-5:00 AM)									
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	---T---		1				\$50.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WGRZ	10/03/16-10/09/16		Local News @ 430a M-F		430-5a	(4:30 AM-5:00 A---Th-----	:30		(\$50.00)		0.00	NM		
See MG 13.2															
[Recon Preempt per discrep report spot needs to be made good]															
2	WGRZ	10/10/16-10/10/16		Local News @ 430a M-F		430-5a	(4:30 AM-5:00 AM-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 13.1 10/06															
[mg2]															
E 14	WGRZ	10/06/16	10/06/16	Local News @ 6p M-F	CM	6p-630p	---T---	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
				News at 6		(6:00 PM-6:30 PM)									
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	---T---		1				\$550.00		0.00			
E 15	WGRZ	10/06/16	10/06/16	Today Show	CM	Today Show	---T---	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Today Show		(7:00 AM-9:00 AM)									
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	---T---		1				\$300.00		0.00			

Order / Rev: 1277766
 Alt Order #: 08328179
 Flight Dates: 10/04/16 - 10/10/16

Advertiser: Reed, Tom / Republican / Congress
 Product Desc: REED FOR CONGRESS
 Estimate: C04C10
 WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WGRZ	10/06/16	10/06/16	Today Show Today Show	CM	Today Show (7:00 AM-9:00 AM)	---T---	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
NULL TODAY SHOW															
E 16	WGRZ	10/04/16	10/04/16	Local News @ 430a M-FCM 2 Early Daybreak		430-5a (4:30 AM-5:00 AM)	-T-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----					1	\$50.00		0.00			
E 17	WGRZ	10/04/16	10/04/16	Today Show Today Show	CM	Today Show	-T-----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
NULL TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----					1	\$300.00		0.00			
E 18	WGRZ	10/05/16	10/05/16	Local News @ 430a M-FCM 2 Early Daybreak		430-5a (4:30 AM-5:00 AM)	--W----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
NULL 2 EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----					1	\$50.00		0.00			
E 19	WGRZ	10/05/16	10/05/16	ET 7-730p Entertainment Tonight	CM	7-730p (7:00 PM-7:30 PM)	--W----	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
NULL ENTERTAINMENT TONIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----					1	\$300.00		0.00			
E 20	WGRZ	10/05/16	10/05/16	Wed Prime A Wed Prime A	CM	8p-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$1,125.00	P04-C	0.00	NM	1	\$1,125.00
NULL BLINDSPOT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----					1	\$1,125.00		0.00			
N 24	WGRZ	10/05/16	10/05/16	Local News @ 6p M-F News at 6	CM	6p-630p	--W----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
NULL CH 2 NEWS AT 6PM															
N 25	WGRZ	10/07/16	10/07/16	Local News @ 6p M-F News at 6	CM	6p-630p	----F--	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
NULL CH 2 NEWS AT 6PM															
N 26	WGRZ	10/10/16	10/10/16	Local News @ 6p M-F News at 6	CM	6p-630p	M-----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$550.00		0.00			
N 27	WGRZ	10/10/16	10/10/16	Local News @ 6p M-F News at 6	CM	6p-630p	M-----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----					1	\$550.00		0.00			
N 28	WGRZ	10/06/16	10/06/16	Local News @ 6p M-F News at 6	CM	6p-630p	---T---	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	---T---					1	\$550.00		0.00			
N 29	WGRZ	10/05/16	10/05/16	Local News @ 6p M-F News at 6	CM	6p-630p	--W----	:30	1	\$550.00	P04-C	0.00	NM	1	\$550.00
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----					1	\$550.00		0.00			
N 30	WGRZ	10/05/16	10/05/16	NBC Nightly News NBC Nightly News	CM	630-7p	--W----	:30	1	\$625.00	P04-C	0.00	NM	1	\$625.00
NULL CH 2 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----					1	\$625.00		0.00			
N 31	WGRZ	10/04/16	10/04/16	Prime Political Program Prime Political Program	CM	Prime Political Pro	-T-----	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00

Order / Rev: 1277766
 Alt Order #: 08328179
 Flight Dates: 10/04/16 - 10/10/16

Advertiser: Reed, Tom / Republican / Congress
 Product Desc: REED FOR CONGRESS
 Estimate: C04C10

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	WGRZ	10/04/16	10/04/16	Prime Political Program CM	CM	Prime Political Pro	-T-----	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00
Prime Political Program															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----			1			\$850.00		0.00			
N32	WGRZ	10/07/16	10/07/16	Last Call CM	CM	135a-207a	----F--	:30	1	\$90.00	P02-F	0.00	NM	2	\$90.00
Last Call w/Carson Daly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	----F--			1			\$90.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WGRZ	10/03/16-10/09/16		Last Call		135a-207a	----F--	:30		(\$90.00)		0.00	NM		
See MG 32.2,32.3 [Per Management]															
2	WGRZ	10/09/16-10/09/16		12-1230a Su		12x-1230x	-----Su	:30		\$20.00		0.00	NM		
Ⓜ MG for 32.1 10/07 [Recon Preempt NBC football and NASCAR did not air spots]															
3	WGRZ	10/10/16-10/10/16		WNY Living 1130a-12p		WNY Living 1130:	M-----	:30		\$70.00		0.00	NM		
Ⓜ MG for 32.1 10/07 [prebooked MG 1.1]															
Totals													27	\$11,765.00	